

Technical Assistance Tools for Small Business Outreach

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Overview

- - How to find SQGs in your area
- - Approaches to organizing outreach
- - Outreach techniques
- - Evaluating effectiveness
- - Coordinating our efforts region-wide



Finding SQGs in your area

-  - Using the yellow pages (USDex)
-  - Commercial (\$) lists
-  - HW generator reporter list
-  - Dept. of Licensing or Revenue



Approaches to organizing outreach

- Single Industry campaigns
 - Sector specific, statewide or county wide
- Increased generator contact
 - general, geographic approach
- Aquifer protection districts -
 - geographic, sensitive area focus
- Small Business TA
 - geographic and sector specific
- Small Business Development Ctr



Outreach Techniques

Tools to get TA in the door -
prime the pump for receptivity:



Social marketing



Fostering sustainable behavior
change (Workshop this PM)



Evaluating effectiveness

Qualitative vs. quantitative:



Self-certification model

mail in, return rates w/SASE

Snapshots, Shopsweep



Simple evaluation form

IGC and SBTA



Baseline & follow up surveys



Coordinating our efforts

Let's coordinate to:



Avoid redundancy



Amplify effectiveness

(State, region, county, city)

